

**WEEKLY REPORT**  
**Wanda Hopkins**  
**July 12 through July 17, 1989**

7/12      NAACP

7/13      Travel

7/14      5th Annual Columbian American Festival  
            Bay Front Park  
            Miami, Florida  
            July 15 thru 16

PM had 2 locations (kiosks) where Marlboro samples were given out as well as some incentive items (key chains, belt buckles, etc.)

We had exclusive choice for placement of banners and kiosks.

- 2 stages where entertainment was continuous (one stage amphitheater and one stage other end of park) with 2 banners on each.
- banners (2) at each entrance and 2 on entrance fence
- banner at VIP Tent which we hosted
- banners between trees at various locations in the park. Wherever there was great visibility we hung a banner.
- Columbian-American banner consisted of sponsor's logos and we were included.
- Total attendees -- 25,000 to 30,000; park very well policed
- City of Miami had clean-up crew
- about 100+ vendors
- Budwiser had 5 trucks (large) serving beer

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- the event received great T.V. coverage each evening on the news and PM banners were visible and the PM kiosks were in the coverage as well as an interview of an attendee with a marlboro cap.

- the name entertainment started at 12 noon and continued until 11:00pm.

- VIP tent served Columbian food & drinks and Marlboro samples

#### **SPONSORS:**

Eastern Airlines  
Columbian Coffee  
Pepsi  
Budwiser  
Radio Station  
T.V. Station  
Olin Corp.  
Barcardi

#### **RECOMMENDATIONS:**

- Hospitality VIP Tent-invite some PM Hispanic accounts, Hispanic Legislators & state officials

- Manpower hours-festival hours 12-11pm Sat. & Sun.  
reps worked 10-6 Sat. & Sun.

set-up with banner will still have to be set up early - needs to be from 1-9pm Sat. and 10-8pm Sun.

- the majority of attendees came late on Saturday; the temperature probably had something to do with heavy crowds in the evening (95 degrees and humid)

I would recommend our continued support. We reached a lot of consumers that use our products and some that were switched.

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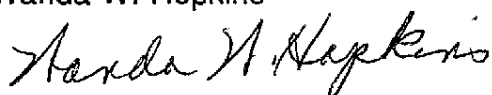
The consumer likes to know you think about him or her.

I would like to know if any of the proceeds go to a worthy cause if any is left. The had so much entertainment to pay for unless the locals volunteered, which I doubt.

PM USA was presented with a plaque which read **PM USA FOR YOUR GENEROUS SPONSORSHIP.**

I would like to commend the reps for a job well done in a couteous manner.

Respectively submitted  
Wanda W. Hopkins



cc: J. Ruano  
Y. Robinson

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